



# L.A. Tourism Venice Chamber of Commerce

March 1, 2019

*Los Angeles*

# Tourism - Economic Driver 2018 Los Angeles County







# Tourism: 2018 Visitation

## 50 Million Visitors in 2018

- Los Angeles reached its north star goal of **50 million visitors two years early.**
- 2018 is the **eighth consecutive year** of tourism milestones for L.A., a 3.1% YOY increase
- A record **42.5 million domestic** visitors, 3% YOY increase
- A record **7.5 million international** visitors, a 3.6% YOY increase

# Tourism: Economic Impact & Jobs

## Power of Tourism

- In 2018, visitors directly spent an estimated **\$24 billion** in the local economy, a record.
- The economic impact countywide of this direct spend is \$35 billion
- Tourism supports an average of **547,000 jobs** within L.A. County's Leisure & Hospitality sector
- Visitors generated at least **\$288 million in transient occupancy tax collections** for the City of Los Angeles in 2018, a record.

# Tourism: International Markets

## International Markets (and YOY Growth)

Mexico	1.8 million visitors (+4.0%)	South Korea	355,000 visitors (-1.9%)
China	1.2 million visitors (+6.9%)	France	307,000 visitors (+4.0%)
Canada	780,000 visitors (+4.5%)	Germany	237,000 visitors (-6.7%)
Australia	426,000 visitors (+2.0%)	Scandinavia	190,000 visitors (+3.9%)
U.K	382,000 visitors (+3.0%)	Middle East	138,000 visitors (-2.5%)
Japan	349,000 visitors (+2.5%)	India	130,000 visitors (+5.1%)

*\*All time highs from Canada, the U.K., Japan, Scandinavia and India*



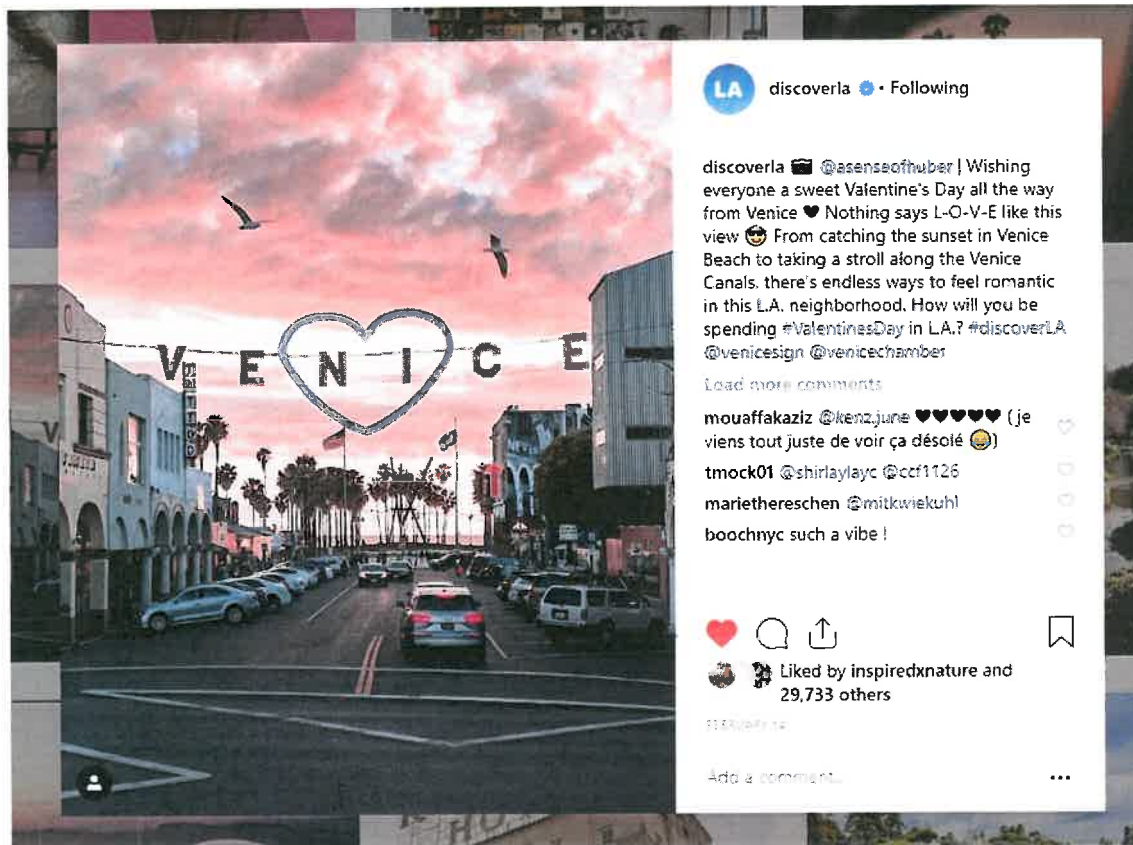
# Estimated Annual Visitors/Visits to Venice

Using data from visitor profile study commissioned by Los Angeles Tourism and Convention Board (Los Angeles 2013 Active Leisure Visitor Profile) estimates were made of annual visitors and visits to Venice.

Annual Visitation	# of Unique Visitors	Avg. # of Visits	# of Visits
Venice hotel guests	24,700	3.7 (days stayed in Venice)	91,500
Overnight visitors, excluding Venice hotel guests	2,306,100	1.9	4,381,700
Day visitors	<u>2,882,700</u>	1.57	<u>5,765,500</u>
<b>Total</b>	<b>5,213,600</b>		<b>10,238,600</b>

Visitor Place of Residence	# of Visits	% of Total
Los Angeles County, excluding Venice	4,474,300	43.7%
Other SoCal	1,279,800	12.5%
Other US, including NoCal	2,426,600	23.7%
International	<u>2,057,900</u>	<u>20.1%</u>
<b>Total</b>	<b>10,238,600</b>	<b>100%</b>

# Active Social Media Channels



- Valentine Promotion
  - 30,000 Likes
  - 812,000 Followers



# Media Site Visits

## Recently Hosted:

- Readers Digest, February 2019
  - Venice tour
- TODAY.com, February 2019
  - Dining tour of Venice
- Korea Market FAM, February 25, 2019
  - Hotel Erwin
- Two Beach Cities FAM, Fall 2018
  - Global trip
  - China-specific trip
  - Hotel Erwin



# Media Coverage

## Harper Bazaar, India Cover Shoot

- Hosted Harper's Bazaar Fashion Shoot & L.A.'s Culture in Fall of 2018
- Published in January & included:
  - Venice Skate Park
  - Noah Abram's famous palm tree mural from Abbott Kinney
- Magazine circulation = 64,000; Magazine Readership = 240,000
- Editorial Destination Feature: Ad Value = INR 1,485,001 / USD 21,169
- Fashion Shoot Spread: Ad Value = INR 8,944,451 / USD 127,505



# Media Coverage

## **TODAY Show**

- Three Episode Live Broadcast
- Metrics:
  - \$9.5MM in earned media value
  - 13.7MM views
  - 74MM social accounts reached
  - 530K impressions on our own social channels



DISCOVER *Los Angeles*<sup>TM</sup>

**Kathie Lee & Hoda Live from Venice Beach**

Highlights



# International Offices & Representatives





Thank you!

*Los Angeles*